

# Video Conference Seminars for Educational Institutions

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## Purpose of the Seminars:

The Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture (USDA) encourages faculty and students at the land-grant colleges and universities and other educational institutions to learn about the world of international agricultural trade through a series of interactive video teleconference seminars. The seminars will provide students and faculty with information on current USDA policies and issues, while encouraging students to explore and pursue careers in FAS and other USDA agencies.

## What Will You Learn?

Students will gain an understanding of the relationship between international agriculture and business. Seminar topics include international agricultural trade, China and the global market, trade policy agreements, agricultural marketing and promotion, export financing, economics and biotechnology.

## When Will the Seminars Take Place?

The FAS seminars can be arranged for broadcast to your school Monday through Friday during the fall through spring semesters/quarters in 2005/2006. Each seminar topic is scheduled to last about one hour. The earlier you make your requests known to us, the better we will be able to serve you.

## Who Can Request the Seminars?

The seminars are designed for faculty and students at land-grant colleges and universities and other educational institutions. Faculty who teach within the following areas may request the seminars:

- |  |   |
|--|---|
| <input type="checkbox"/> <b>Agriculture or other related classes</b> | <input type="checkbox"/> <b>Exporting</b>             |
| <input type="checkbox"/> <b>Biotechnology and trade</b>              | <input type="checkbox"/> <b>Global transportation</b> |
| <input type="checkbox"/> <b>Business</b>                             | <input type="checkbox"/> <b>International policy</b>  |
| <input type="checkbox"/> <b>Economics</b>                            | <input type="checkbox"/> <b>Marketing</b>             |
| <input type="checkbox"/> <b>Emerging markets</b>                     |   |

### **Deadline for Registration:**

Professors/faculty must request participation in a seminar by completing the registration form at the end of this announcement. The application to schedule a seminar must be submitted to FAS at least 30 days in advance of the announced seminar date request. Please provide e-mail and telephone contact information on each application request. The FAS Education Coordinator will confirm the seminar title, time and date with each professor by e-mail.

### **Technical Requirements for Interactive Video Seminars:**

Colleges and universities must have access to a video teleconference site for compressed video to participate in the interactive video teleconference seminars.

USDA prefers the use of **Integrated Switched Digital Network** lines (ISDN–BRI Lines) at 348 kilobytes per second, but no slower than 256 kilobytes per second for a clear, two-way interactive compressed video teleconference.

### **For More Information or Special Requests for Seminars:**

Contact: Delores Taylor or Nadine Gary  
(202) 720-7233

**Send the FAS Seminar Registration form to schedule a video teleconference by e-mail to the following address:**

**[videoseminars@fas.usda.gov](mailto:videoseminars@fas.usda.gov)**



## **Registration Form for FAS Interactive Video Seminars**

**Title of Seminar**\_\_\_\_\_

**College/University/School**\_\_\_\_\_

**Department**\_\_\_\_\_

**Professor/Faculty**\_\_\_\_\_

**Address**\_\_\_\_\_

\_\_\_\_\_

**State**\_\_\_\_\_ **Zip Code**\_\_\_\_\_

**E-mail** \_\_\_\_\_

**Telephone**\_\_\_\_\_

**Fax Number**\_\_\_\_\_

**Requested Date**\_\_\_\_\_

**Requested Seminar  
Time**\_\_\_\_\_

**College/University Technical Contact for Compressed Video Teleconference**

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**Telephone Number**\_\_\_\_\_ **E-mail**\_\_\_\_\_

**FAS Official Who Confirmed the Video Teleconference:**

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## **Seminar Course Descriptions**

### **FAS 01-05 China: Opportunities and Challenges for U.S. Agriculture**

Gain a better understanding of China's role as a competitor in the global market. As the fifth largest agricultural export market for the United States, China provides many opportunities for American farmers and exporters. But China still faces many challenges to overcome despite its status in the world agricultural market. Participants will gain a better understanding of China's rapidly growing economy that is expanding its middle class and creating an increase in demand for many food imports including meat, snack foods and processed food products.

### **FAS 02-05: Linking U.S. Agriculture to the World**

Explore the history of USDA's Foreign Agricultural Service (FAS) and the agency's role in promoting U.S. agriculture in overseas export markets. Participants will gain a better understanding of FAS, the tools the agency uses to develop and expand U.S. agricultural food markets overseas and why its mission is so crucial to the profitability of American agriculture.

### **FAS 03-05: The Importance of Trade to the U.S. Agricultural Economy**

Learn more about how the future of American agriculture depends on agricultural trade. This seminar will examine issues such as how agricultural export sales help to develop overseas markets for U.S. food exporters, why rising U.S. imports continue to increase at such a rapid pace, how bilateral and multilateral trade agreements, such as the United States–Central America–Dominican Republic Free Trade Agreement (CAFTA–DR), impact consumer demand and U.S. exports.

### **FAS 04-05: Commercial Export Financing of Foreign Agricultural Trade**

If you're interested in international agricultural trade and financing, this seminar is for you. Learn about the U.S. Government's programs that ensure that U.S. exporters will get paid for the agricultural export sales that they have made overseas. Seminar participants will learn how the U.S. Government helps manage risks in international trade through export programs such as GSM-102 and the Supplier Credit Guarantee Program. Learn how these programs work to stimulate international trade.

## **FAS 05-05: How U.S. Agricultural Trade Agreements Benefit American Agriculture**

Do you wonder why everyone is so excited about U.S. agricultural free trade agreements? Will the United States–Central America–Dominican Republic Free Trade Agreement (CAFTA–DR) really have an impact on the U.S. economy? For answers to these questions, step into the world of free trade as this seminar examines how CAFTA–DR, NAFTA and other U.S. agricultural trade agreements open the door for selling American food products on the global market. Gain a better understanding of how the World Trade Organization (WTO) provides new opportunities and benefits for U.S. exporters and American consumers.

## **FAS 06-05: Biotechnology and Trade**

Examine some of the key issues that surround agricultural biotechnology. Participants in this seminar will learn the scientific basics of biotechnology, the status of agricultural biotechnology production in the United States and throughout the world. Gain a better understanding of how biotechnology is regulated in the United States, the major issues that involve the application of the technology and the impact of biotechnology on agricultural trade.

## **FAS 07-05: Export Readiness Training—Preparing for Tomorrow's Markets**

This seminar gives an overview of the U.S. agricultural exporting business. Learn the importance of conducting market research of overseas markets, writing a business plan and the value of agricultural market promotion. Learn about the role of export cooperators, suppliers, distributors and financial resources available to sell American food products on the global market. Gain an understanding of the required forms for exporting, shipping and labeling products for overseas market.